

ORDER

**KSDK**

Orders
Order / Rev: 705802
Alt Order #: 06272442
Product Desc: DSCC IE
Estimate: 1597
Flight Dates: 08/11/12 - 08/24/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Senate Campaign Comm.
Demographic: A35+
Product Codes: IS-Issue/Non
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/24/12 | 97 | \$101,635.00 | \$86,389.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|---------------------|--------------------|-------------|
| August 2012 | 97 | \$101,635.00 | \$86,389.75 | 0.00 |
| Totals | 97 | \$101,635.00 | \$86,389.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| KSDK | 35% | \$101,635.00 |
| Market | 100% | \$290,385.71 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KDNL | 6% | \$17,423.14 |
| KETC | 0% | \$0.00 |
| KMOV | 33% | \$95,827.29 |
| KNLC | 0% | \$0.00 |
| KPLR | 3% | \$8,711.57 |
| KTVI | 23% | \$66,788.71 |
| UNKWN | 0% | \$0.00 |
| WHSL | 0% | \$0.00 |
| WPXS | 0% | \$0.00 |
| WRBU | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|-------------------------|-------|-----------------------------|---------|-----|-------|------------|-----|------|------|-------|-------------|
| 1 | KSDK | 08/17/12 | 08/17/12 | Fri Prime C Dateline | CM | 9-10P (9:00 PM-10:00 PM) | ----F-- | :30 | 1 | \$2,700.00 | P-1 | 0.00 | NM | 1 | \$2,700.00 |
| DATELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ----F-- 1 \$2,700.00 0.00 | | | | | | | | | | | | | | | |
| 2 | KSDK | 08/13/12 | 08/24/12 | LN (M-F) LN (M-F) | CM | 10-1035p | MTWTF-- | :30 | 3 | \$2,475.00 | P-1 | 0.00 | NM | 5 | \$12,375.00 |

Order / Rev: 705802
 Alt Order #: 06272442
 Flight Dates: 08/11/12 - 08/24/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC IE
 Estimate: 1597

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|-------------------------------------|-------|---|-----|-------------------|-------------|-----|---------------|------|-------|-------------|
| COMMENTS APPLY TO SUB LINES A THRU B NWS CH5-10P< | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MTWTF-- | | | | 3 | \$2,475.00 | | 0.00 | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$2,475.00 | | 0.00 | | | |
| 3 | KSDK | 08/20/12 | 08/24/12 | M-F 10-11A News at 10am | CM | 10-11A MTWTF-- | :30 | 2 | \$350.00 | P-1 | 0.00 | NM | 2 | \$700.00 |
| LOCAL NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$350.00 | | 0.00 | | | |
| 4 | KSDK | 08/20/12 | 08/24/12 | M-F 1230-1p Show Me St. Louis | CM | 1230-1p MTWTF-- | :30 | 2 | \$390.00 | P-1 | 0.00 | NM | 2 | \$780.00 |
| SHOW ME ST LOUIS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$390.00 | | 0.00 | | | |
| 5 | KSDK | 08/13/12 | 08/24/12 | M-F Noon News Noon News | CM | 12-1230p MTWTF-- | :30 | 2 | \$450.00 | P-1 | 0.00 | NM | 4 | \$1,800.00 |
| LOCAL NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MTWTF-- | | | | 2 | \$450.00 | | 0.00 | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$450.00 | | 0.00 | | | |
| 6 | KSDK | 08/20/12 | 08/24/12 | M-F 3-4p Ellen | CM | 3-4p (3:00 PM-4:00 PM) MTWTF-- | :30 | 2 | \$675.00 | P-1 | 0.00 | NM | 2 | \$1,350.00 |
| ELLEN< | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$675.00 | | 0.00 | | | |
| 7 | KSDK | 08/13/12 | 08/24/12 | M-F 4P News News 5 at Four | CM | 4-430P MTWTF-- | :30 | 5 | \$675.00 | P-1 | 0.00 | NM | 8 | \$5,400.00 |
| COMMENTS APPLY TO SUB LINES A THRU B NWS5 1ST@FOUR | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MTWTF-- | | | | 5 | \$675.00 | | 0.00 | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$675.00 | | 0.00 | | | |
| 8 | KSDK | 08/20/12 | 08/24/12 | M-F 4-5A 4-5A | CM | 4-5A MTWTF-- | :30 | 2 | \$25.00 | P-1 | 0.00 | NM | 2 | \$50.00 |
| TODAY-LOUIS-4< | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$25.00 | | 0.00 | | | |
| 9 | KSDK | 08/13/12 | 08/24/12 | M-F 430-5p Jeopardy | CM | 430-5p MTWTF-- | :30 | 2 | \$800.00 | P-1 | 0.00 | NM | 4 | \$3,200.00 |
| JEOPARDY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MTWTF-- | | | | 2 | \$800.00 | | 0.00 | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$800.00 | | 0.00 | | | |
| 10 | KSDK | 08/13/12 | 08/24/12 | M-F 5P News News Channel 5 at 5P | CM | 5-530P MTWTF-- | :30 | 5 | \$1,575.00 | P-1 | 0.00 | NM | 8 | \$12,600.00 |
| COMMENTS APPLY TO SUB LINES A THRU B LOCAL NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MTWTF-- | | | | 5 | \$1,575.00 | | 0.00 | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$1,575.00 | | 0.00 | | | |
| 11 | KSDK | 08/13/12 | 08/24/12 | M-F 5-6A 5-6a | CM | 5-6A (5:00 AM-6:00 AM) MTWTF-- | :30 | 5 | \$560.00 | P-1 | 0.00 | NM | 8 | \$4,480.00 |
| COMMENTS APPLY TO SUB LINES A THRU B VARIOUS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MTWTF-- | | | | 5 | \$560.00 | | 0.00 | | | |
| | | Week: 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$560.00 | | 0.00 | | | |
| 12 | KSDK | 08/13/12 | 08/24/12 | M-F 5P News News Channel 5 at 5P | CM | 528-530p internal (5:28 PM-5:30 PM) MTWTF-- | :30 | 2 | \$1,800.00 | P-1 | 0.00 | NM | 3 | \$5,400.00 |
| COMMENTS APPLY TO SUB LINES A THRU B NIGHTLY NEWS ADJ | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 705802
 Alt Order #: 06272442
 Flight Dates: 08/11/12 - 08/24/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC IE
 Estimate: 1597

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|-------------------|-----------------|---|-------|--|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 12 | KSDK | 08/13/12 | 08/24/12 | M-F 5P News News Channel 5 at 5P | CM | 528-530p internal MTWTF-- (5:28 PM-5:30 PM) | :30 | 2 | \$1,800.00 | P-1 | 0.00 | NM | 3 | \$5,400.00 |
| COMMENTS APPLY TO SUB LINES A THRU B NIGHTLY NEWS ADJ | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/13/12 | | 08/13/12 | 08/19/12 | MTWTF-- | | | | 2 | \$1,800.00 | | 0.00 | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 1 | \$1,800.00 | | 0.00 | | | |
| 13 | KSDK | 08/13/12 | 08/24/12 | M-F 6P News News Channel 5 at 6P | CM | 6-630P MTWTF-- | :30 | 2 | \$1,700.00 | P-1 | 0.00 | NM | 5 | \$8,500.00 |
| COMMENTS APPLY TO SUB LINES A THRU B LOCAL NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/13/12 | | 08/13/12 | 08/19/12 | MTWTF-- | | | | 2 | \$1,700.00 | | 0.00 | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$1,700.00 | | 0.00 | | | |
| 14 | KSDK | 08/13/12 | 08/24/12 | M-F 6-7A 6-7a | CM | 6-7A MTWTF-- | :30 | 5 | \$900.00 | P-1 | 0.00 | NM | 8 | \$7,200.00 |
| COMMENTS APPLY TO SUB LINES A THRU B TODAY-LOUIS-6< | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/13/12 | | 08/13/12 | 08/19/12 | MTWTF-- | | | | 5 | \$900.00 | | 0.00 | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$900.00 | | 0.00 | | | |
| 15 | KSDK | 08/13/12 | 08/24/12 | 630-7P Wheel 630-7P Wheel of Fortune | CM | 630-7P MTWTF-- | :30 | 1 | \$1,800.00 | P-1 | 0.00 | NM | 4 | \$7,200.00 |
| COMMENTS APPLY TO SUB LINES A THRU B WHEEL-FORTNE< | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/13/12 | | 08/13/12 | 08/19/12 | MTWTF-- | | | | 1 | \$1,800.00 | | 0.00 | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$1,800.00 | | 0.00 | | | |
| 16 | KSDK | 08/13/12 | 08/24/12 | M-F NBC Today 7-9A NBC Today 7-9A | CM | 7-9A MTWTF-- | :30 | 7 | \$900.00 | P-1 | 0.00 | NM | 10 | \$9,000.00 |
| COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW< | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/13/12 | | 08/13/12 | 08/19/12 | MTWTF-- | | | | 7 | \$900.00 | | 0.00 | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 3 | \$900.00 | | 0.00 | | | |
| 17 | KSDK | 08/20/12 | 08/24/12 | M-F 9-10A NBC Today Show II 9-10A | CM | 9-10A MTWTF-- | :30 | 2 | \$450.00 | P-1 | 0.00 | NM | 2 | \$900.00 |
| TODAY SHOW 2 | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | MTWTF-- | | | | 2 | \$450.00 | | 0.00 | | | |
| 18 | KSDK | 08/20/12 | 08/20/12 | Mon Prime A America's Got Talent | CM | 7-8P M----- (7:00 PM-8:00 PM) | :30 | 1 | \$2,250.00 | P-1 | 0.00 | NM | 1 | \$2,250.00 |
| AGT | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | M----- | | | | 1 | \$2,250.00 | | 0.00 | | | |
| 19 | KSDK | 08/20/12 | 08/20/12 | Mon Prime C Grimm | CM | 9-10P M----- | :30 | 1 | \$1,800.00 | P-1 | 0.00 | NM | 1 | \$1,800.00 |
| GRIMM ENCORE | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/20/12 | | 08/20/12 | 08/26/12 | M----- | | | | 1 | \$1,800.00 | | 0.00 | | | |
| 20 | KSDK | 08/18/12 | 08/18/12 | Sat 5p News Channel 5 at 5P Sat | CM | 5-530P -----S- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| LOCAL NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/13/12 | | 08/13/12 | 08/19/12 | -----S- | | | | 1 | \$900.00 | | 0.00 | | | |
| N21 | KSDK | 08/11/12 | 08/18/12 | Sat 6p News Channel 5 at 6P Sat | CM | 6-630P -----S- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| LOCAL NEWS | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 08/06/12 | | 08/06/12 | 08/12/12 | -----S- | | | | 1 | \$900.00 | | 0.00 | | | |

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Advertiser: Democratic Senate Campaign Comm.
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KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|---|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| N21 | KSDK | 08/11/12 | 08/18/12 | Sat 6p News Channel 5 at 6P Sat | CM | 6-630P | -----S- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | 1 | | \$900.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 08/06/12-08/12/12 | | Sat 6p | | 6-630P | -----Sa-- | :30 | | (\$900.00) | | 0.00 | NM | | |
| See MG 25.3,25.4,25.5,25.6,25.7,25.8 [Per Debbie] | | | | | | | | | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | 1 | | \$900.00 | | 0.00 | | | | | | |
| N22 | KSDK | 08/11/12 | 08/18/12 | Sat 6-7A Sat 6-7A | CM | 6-7A | -----S- | :30 | 1 | \$500.00 | P-1 | 0.00 | NM | 1 | \$500.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S- | 1 | | \$500.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 08/06/12-08/12/12 | | Sat 6-7A | | 6-7A | -----Sa-- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 25.3,25.4,25.5,25.6,25.7,25.8 [Per Debbie] | | | | | | | | | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | 1 | | \$500.00 | | 0.00 | | | | | | |
| 23 | KSDK | 08/18/12 | 08/18/12 | 630-7P Wheel Sat 630-7P Wheel of Fortune Sat | CM | 630-7P | -----S- | :30 | 1 | \$675.00 | P-1 | 0.00 | NM | 1 | \$675.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | 1 | | \$675.00 | | 0.00 | | | | | | |
| 24 | KSDK | 08/18/12 | 08/18/12 | Sat 9a Sat 9-10a | CM | 9-10A | -----S- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| NEWSCHANNEL 5 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | 1 | | \$900.00 | | 0.00 | | | | | | |
| N25 | KSDK | 08/12/12 | 08/19/12 | NC5 at 5P Sun News Channel 5 at 5P Sun | CM | 5-530P | -----S | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 7 | \$3,650.00 |
| LOCAL NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S | 1 | | \$900.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 08/06/12-08/12/12 | | NC5 at 5P Sun | | 5-530P | -----Su | :30 | | (\$900.00) | | 0.00 | NM | | |
| See MG 25.3,25.4,25.5,25.6,25.7,25.8 [Per Debbie] | | | | | | | | | | | | | | | |
| 3 | KSDK | 08/14/12-08/17/12 | | M-F 9-10A | | 9-10A | -TWThF---- | :30 | | \$450.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1,26.1,21.1,25.1 [N/A] | | | | | | | | | | | | | | | |
| 4 | KSDK | 08/18/12-08/18/12 | | Saturday Night Live | | 1030p-1205a | -----Sa-- | :30 | | \$900.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1,26.1,21.1,25.1 [N/A] | | | | | | | | | | | | | | | |
| 5 | KSDK | 08/14/12-08/17/12 | | M-F 3-4p | | 3-4p | -TWThF---- | :30 | | \$675.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1,26.1,21.1,25.1 [N/A] | | | | | | | | | | | | | | | |
| 6 | KSDK | 08/14/12-08/17/12 | | M-F 3-4p | | 3-4p | -TWThF---- | :30 | | \$675.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1,26.1,21.1,25.1 [N/A] | | | | | | | | | | | | | | | |
| 7 | KSDK | 08/14/12-08/17/12 | | M-F 4-5A | | 4-5A | -TWThF---- | :30 | | \$25.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1,26.1,21.1,25.1 [N/A] | | | | | | | | | | | | | | | |
| 8 | KSDK | 08/14/12-08/17/12 | | M-F 4-5A | | 4-5A | -TWThF---- | :30 | | \$25.00 | | 0.00 | NM | | |
| Ⓜ MG for 22.1,26.1,21.1,25.1 [N/A] | | | | | | | | | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | 1 | | \$900.00 | | 0.00 | | | | | | |
| N26 | KSDK | 08/12/12 | 08/19/12 | Sun 6-7A Sun 6-7A | CM | 6-7A | -----S | :30 | 1 | \$450.00 | P-1 | 0.00 | NM | 1 | \$450.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |

Order / Rev: 705802
 Alt Order #: 06272442
 Flight Dates: 08/11/12 - 08/24/12

Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC IE
 Estimate: 1597

KSDK

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|--------------------------------|-------|---------------------------|-------------------|---------------|-------|-----------------------|-----|---------------|-------------|--------------|------------|
| N26 | KSDK | 08/12/12 | 08/19/12 | Sun 6-7A Sun 6-7A | CM | 6-7A | -----S | :30 | 1 | \$450.00 | P-1 | 0.00 | NM | 1 | \$450.00 |
| TODAY IN ST LOUIS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | -----S | | | 1 | | | \$450.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSDK | 08/06/12-08/12/12 | | Sun 6-7A | | 6-7A | -----Su | :30 | | (\$450.00) | | 0.00 | NM | | |
| See MG 25.3,25.4,25.5,25.6,25.7,25.8 [Per Debbie] | | | | | | | | | | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | | 1 | | | \$450.00 | | 0.00 | | | |
| 27 | KSDK | 08/19/12 | 08/19/12 | Sun Prime A Dateline | CM | 6-7p | -----S | :30 | 1 | \$2,250.00 | P-1 | 0.00 | NM | 1 | \$2,250.00 |
| DATELINE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | | 1 | | | \$2,250.00 | | 0.00 | | | |
| 28 | KSDK | 08/19/12 | 08/19/12 | SUN TDY NBC Today Show (Su) | CM | 7-8A | -----S | :30 | 1 | \$800.00 | P-1 | 0.00 | NM | 1 | \$800.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | | 1 | | | \$800.00 | | 0.00 | | | |
| 29 | KSDK | 08/15/12 | 08/15/12 | Wed Prime A AGT | CM | 7-8P | --W---- | :30 | 1 | \$2,250.00 | P-1 | 0.00 | NM | 1 | \$2,250.00 |
| AGT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | 1 | | | \$2,250.00 | | 0.00 | | | |
| 30 | KSDK | 08/20/12 | 08/24/12 | M-F 3-4p Ellen | CM | 3-4p (3:00 PM-4:00 PM) | MTWTF-- | :30 | 1 | \$675.00 | P-1 | 0.00 | NM | 1 | \$675.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | MTWTF-- | | | 1 | | | \$675.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 97 | \$101,635.00 | |